

Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 SP-02 AID-05 NSC-05 CIEP-02

TRSE-00 SS-15 STR-04 OMB-01 CEA-01 CIAE-00 COME-00

FRB-01 INR-07 NSAE-00 USIA-15 XMB-04 OPIC-06 LAB-04

SIL-01 DODE-00 PA-02 PRS-01 /096 W

----- 046096

R 031540Z JUL 75

FM AMEMBASSY COPENHAGEN

TO SECSTATE WASHDC 1136

INFO AMEMBASSY STOCKHOLM

AMEMBASSY OSLO

AMEMBASSY HELSINKI

UNCLAS COPENHAGEN 1906

E.O. 11652: N/A

TAGS: BEXP, DA

SUBJ: CCP 75, FINAL REPORT

REF: A) COPENHAGEN A-96, JUNE 14, 1974; B) COPENHAGEN A-186,
NOVEMBER 15, 1974; C) COPENHAGEN 625, MARCH 5, 1975

1. MOST CAMPAING OBJECTIVES FOR CCP 75 WERE ACHIEVED.
MARKET SHARE STATISTICS ARE NOT YET AVAILABLE. RESULTS
ARE DESCRIBED BELOW:

2. CAMPAIGNS:

I. GRAPHIC ARTS MOST OBJECTIVES WERE ACHIEVED. FOUR
NTM FIRMS ARE KNOWN TO HAVE ENTERED THE DANISH MARKET.
PRINT 74, CHICAGO, WAS SUCCESSFULLY PROMOTED (SEE REF C).
BUT PROMOTION OF TWO ADDITIONAL US EVENTS COULD NOT BE
CARRIED OUT AS NO PUBLICITY MATERIAL WAS RECEIVED. TOP
TARGET 50 PERCENT OFF THE MARK. CAMPAIGN CARRIED
OVER TO CCP 76.

II. FOOD PROCESSING AND PACKAGING EQUIPMENT
ALL OBJECTIVES WERE ACHIEVED EXCEPT THE PROMOTION
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OF PMMI SHOW (SEE REF C) AND A SHORTFALL IN THE

TOP OBJECTIVE WITH 5 OF THE 10 TARGETED OPPORTUNITIES
REALIZED. CAMPAIGN CARRIED OVER TO CCP 76.

III. METALS INDUSTRY ADVERSE CONDITIONS WITHIN
DANISH INDUSTRY MADE THIS CAMPAIGN PARTICULARLY
UNREALISTIC. ONE US TRADE SHOW WAS SUCCESSFULLY
PROMOTED. TWO TO'S WERE PROCESSED. CAMPAIGN
CARRIED OVER TO CCP 76. HOWEVER, EMBASSY IS
REVIEWING THIS ITEM TO DETERMINE WHETHER IT SHOULD
REMAIN IN CCP.

IV. INVEST IN USA EMBASSY EFFORTS PRODUCED A
ONE-TIME INVESTMENT OF \$2 MILLION. CAPAIGN WAS
DISCONTINUED RECENTLY IN CONCURRENCE WITH US
POLICY RE-EVALUATION. EMBASSY WILL CONTINE TO
ASSIST STATE REPRESENTATIVES IN THEIR EFFORTS.

V. VISIT USA EMBASSY/USIS EFFORTS TO PROMOTE US
TRAVEL FOLDER (DANISH LANGUAGE) LOCALLY WERE UN-
SUCCESSFUL DUE TO THE LACK OF SUFFICIENT ADVERTISING
SUPPORT FROM RESIDENT US FIRMS. HOWEVER, THIS
MAY STILL BE A VIABLE PROJECT. EMBASSY TARGET TO
ACHIEVE 27,000 DANISH TRAVELLERS TO THE US PROVED
SOMEWHAT UNREALISTIC; ACTUAL TOTAL ESTIMATED AT
22,000. EMBASSY AND USIS SUCCESSFULLY ASSISTED
PANAM IN ORGANIZING TOUR TO US BY NINE LEADING
DANISH TRAVEL WRITERS. IT IS NOTEWORTHY THAT
EMBASSY'S ALL TIME MONTHLY RECORD OF NON-IMMIGRANT
VISAS WAS REACHED IN JUNE, 1975 WHEN 3086 ISSUED.

VI. MAJOR PROJECTS: A) MULTI-MILLION DOLLAR
F-104 AIR FORCE FIGHTER REPLACEMENT PROGRAM.
OBJECTIVE WAS FULLY MET. THE DANISH GOVERNMENT,
TOGETHER WITH BELGIUM, HOLLAND AND NORWAY, HAS
DECIDED TO PURCHASE THE YF-16, MADE BE GENERAL
DYNAMCIS AND UNITED AIRCRAFT. B) EXPORTS OF US-
BUILT CARGO VESSELS: PROJECT POSTPONED INDEFINITELY
(SEE REF C). C) SALTHOLM AIRPORT: THE DANISH
GOVERNMENT HAS POSTPONED CONSIDERATION OF THIS
PROJECT FOR ANOTHER TWO YEARS. THE EMBASSY IS
FOLLOWING DEVELOPMENTS CLOSELY. CARRIED OVER
TO COP 76. D) OFF-SHORE OIL, GREENLAND: NINE US
FIRMS HAVE BEEN GRANTED CONCESSIONS FOR OIL
EXPLORATION AND EXPLOITATION (SEE COPENHAGEN 1023)
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EMBASSY SUCCESSFULLY PROMOTED HOUSTON OFF-SHORE
CONFERENCE AS 30 POTENTIAL DANISH AGENTS/LICENSEES
VISITED THE SHOW. CAMPAIGN CARRIED OVER TO CCP 76.

EMBASSY COMMENTS: FINAL ANALYSIS HAS SHOWN THAT OUR
75 CCP WAS TOO OPTIMISTIC IN SOME INSTANCES.
DENMARK'S ECONOMIC RECESSION, RESULTING IN A
CAUTIOUS INVESTMENT POLICY BY INDUSTRY AND ENER-

VATING LABOR DISPUTES IN CAMPAIGN AREAS I AND III,
COUNTERACTED OUR EFFORTS. IN ADDITION, NON-
CAMPAIGN ACTIVITIES CURTAILED TIME AVAILABLE FOR
CCP 75 COMMITMENTS (SEE REF C). HOWEVER, WE
CONSIDER THIS CCP PILOT PROGRAM A VALUABLE
EXPERINCE WHICH WILL HAVE A POSITIVE IMPACT
ON FUTURE CCP PROGRAMS. WE BELIEVE THAT THE MAJOR
SUCCESES OF THE CCP 75 FAR OUTWEIGH THE
ACHIEVEMENTS IN THOSE SECTORS WHERE POSITIVE
RESULTS WERE LIMITED BY FACTORS BEYOND OUR CONTROL.
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